

(UN)COMMON LOGIC CASE STUDIES



FLASH

B2B SAAS - PARKING

PPC CASE STUDY



CHALLENGE

FlashParking is a category creator, looking to **scale lead volume** as business grows rapidly through the acquisition of new subsidiaries. This rapidly growing start-up is having to create, test, and pivot quickly as there is **little historical data** for successfully nurturing leads from awareness to conversion. Increasing lead volume is especially difficult while maintaining a **stable budget and efficient CPL**.

STRATEGY

Our teams worked together to organize the FlashParking LinkedIn account by vertical to reflect its business structure. We **tested various creatives** and language to see which yielded higher volume and also **created a new lead nurture flow** to recapture users lower in the buying funnel. Once lead volume was established, we **optimized to maximize cost effectiveness** across both Google and LinkedIn.

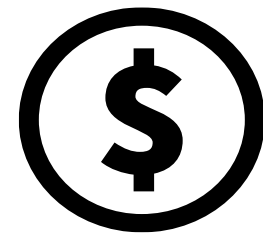
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THIS LED TO A 98% INCREASE IN LEADS & 39% DECREASE IN COST PER LEAD YEAR OVER YEAR.



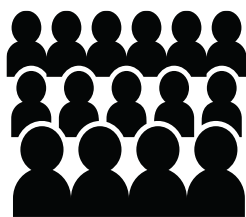
DECREASE IN COST-PER-LEAD

Through an effective account restructure and removing wasted spend, CPL decreased by 39%.



INCREASE IN CONVERSION RATE

Thoughtful audience targeting and delivering relevant creative at the right time led to a 763% spike in conversion rate.



INCREASE IN VOLUME OF LEADS

New lead flow and targeted, customized ads resulted in lead volume increasing by 98%.

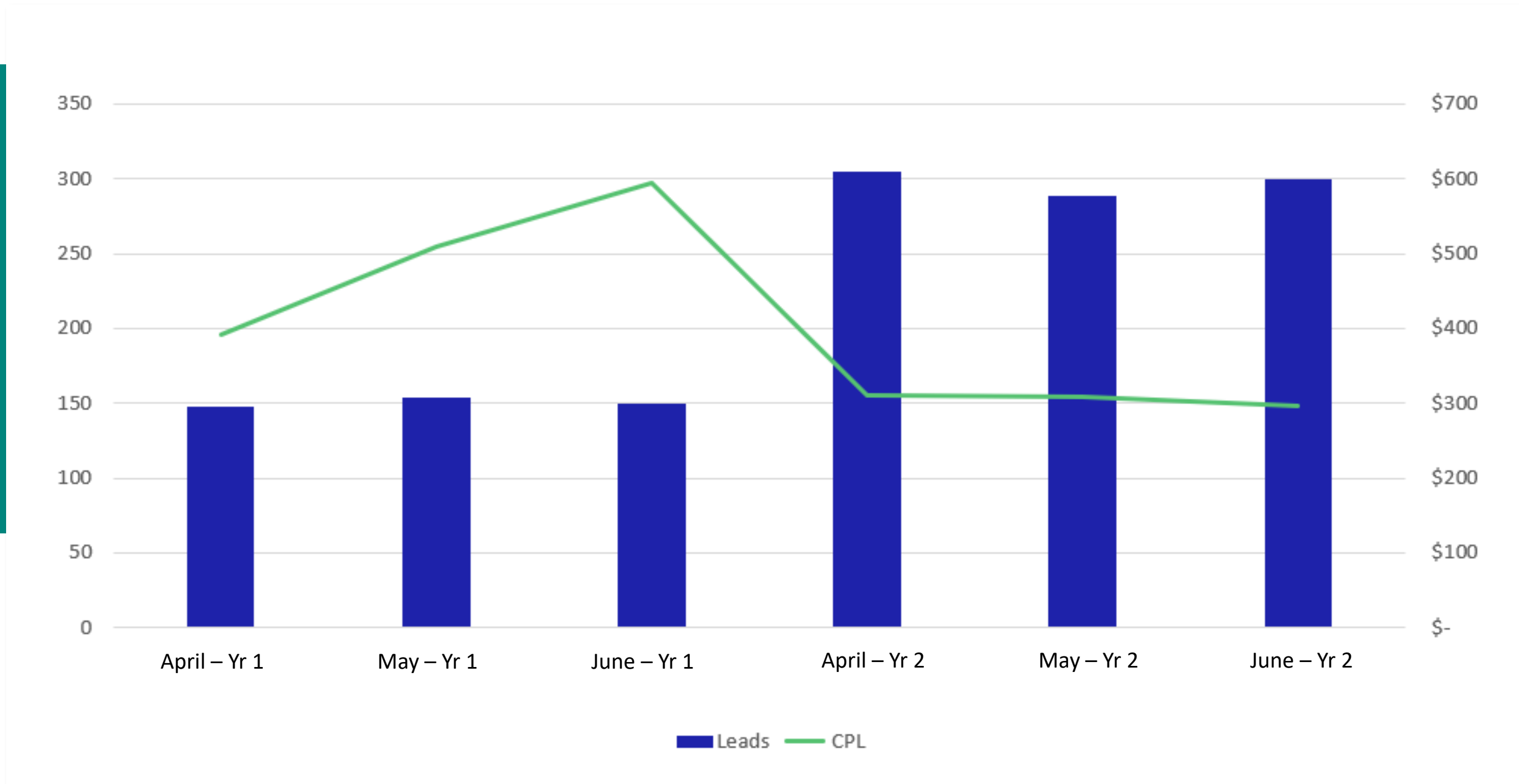


“Thank you for consistently knocking it out of the park for us, for being so thoughtful and creative, and, most of all, being **TERRIFIC** partners!”

– Marketing Manager, FlashParking

(UN)COMMON RESULTS

YEAR OVER YEAR IN-CHANNEL LEADS VS COST-PER LEAD (CPL)



QUESTIONS?

We would love to walk you through this case study, answer any questions you may have about our approach and the results, as well as learn more about your unique challenges.

BOOK A CALL

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